

Message Text

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ACTION AF-08

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FM AMEMBASSY DAKAR

TO SECSTATE WASHDC IMMEDIATE 6570

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STADIS//////////

AF/W FOR SMITH FROM CHARGE'

E.O. 11652: N/A

TAGS: BEXP, SG

SUBJECT: DAKAR TRADE FAIR: ESTIMATED BUDGET

1. SUMMARY: EMBASSY DOES NOT HAVE FINAL BUDGET FROM 74 FAIR BUT PRESENTS ESTIMATED BUDGET FOR 1976 BASED ON FINANCIAL RECORDS AVAILABLE TO US, PLUS KNOWLEDGE CURRENT LOCAL COSTS. COST OF U.S. PAVILLION COULD RANGE BETWEEN \$50,000 MINIMUM TO \$70,000 DEPENDING UPON OPTION CHOSEN (PARA 15) END SUMMARY

2. EMBASSY DOES NOT HAVE FINAL BUDGET FROM 1974 DAKAR FAIR WHICH WAS INCLUDED AS ANNEX TO U.S. EXHIBIT DIRECTOR DON SLIWICKI'S REPORT BUT OMITTED FROM COPY OF REPORT SENT TO POST. FIGURES IN THIS CABLE REPRESENT BEST ESTIMATES BASED ON INCOMPLETE FS 455 VOUCHERS IN EMBASSY FILES. FIGURES LISTED IN PARENTHESES FOR INDIVIDUAL ITEMS ARE ESTIMATED 1974 COSTS.

3. TDY FOR COMMERCE OFFICER BASED ON 50 PER CENT LOCAL PER DIEM FOR 3 MONTHS, PLUS SHIPMENT OF PERSONAL EFFECTS: \$3000 (GOVT QUARTERS ARE AVAILABLE).

4. PRINTING, MAILING OF PAMPHLETS AND INVITATION CARDS: (\$3000) - \$4000.

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5. AUTO RENTAL: (\$750) - \$300 PER MONTH X 3 MONTHS - \$900.

6. REPRESENTATION - (\$1000) - \$1200

7. SECRETARY-INTERPRETER (\$350/MONTH) - \$500 MONTH X 3 MONTHS - \$1500

8. GUIDES-RECEPTIONISTS (\$1250) - \$1500.

9. ELECTRICITY (\$1100) - \$1500.

10. DECORATION (\$2400) - \$2500.

11. TELEPHONE (\$300) - \$300.

12. STAND MAINTENANCE (\$600) - \$600.

13. CARPETS (\$1700) - \$2500.

14. SPACE: (390 SQ METERS INTERNAL X \$38.50 PER SQ. METER PLUS 100 SQ METERS OUTDOORS FOR PIPER AIRCRAFT AT \$18.25 PER SQ METER PLUS \$900 FOR PLATFORMS EQUALS \$17,275). IN 1976, SPACE RENTAL PRICES ARE SAME AS 1974 BUT WE CAN DISPENSE WITH OUTSIDE SPACE IF PIPER DOES NOT EXHIBIT. ESTIMATED COST OF SPACE -- \$15,000.

15. A-1 EXHIBIT SYSTEM REPRESENTS MAJOR COST ITEM. THREE ALTERNATIVES FOLLOW:

A. AIRFREIGHT FROM LAGOS - \$15,000 PLUS \$2,000 LOCAL TRANSPORT AND ASSEMBLY. THIS IS EXPENSIVE, BUT IF SYSTEM SHIPPED IMMEDIATELY, POST CAN MAKE NECESSARY REPAIRS AND LOGO CHANGES.

B. SURFACE SHIPMENT FROM LAGOS - \$8000 PLUS \$2000 LOCAL TRANSPORT AND ASSEMBLY. MID-NOVEMBER EXPECTED ARRIVAL DATE WOULD LEAVE LITTLE TIME FOR ADJUSTMENTS AND ASSEMBLY IN TIME FOR OPENING DATE.

C. CONSTRUCTION OF NEW A-1 FROM COMMERCE BLUEPRINTS. THIS WAS DONE IN 1974 AND COST WAS \$22,000 INCLUDING ASSEMBLY. COST THIS YEAR WOULD BE CLOSER TO \$30,000. TENDERS MUST BE LET, AND LIMITED OFFICIAL USE

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LEAD TIME SHOULD BE MINIMUM TWO MONTHS BEFORE OPENING DATE.

16. TOTAL COST: OPTION A) \$51,500; OPTION B) \$44,500; OPTION C) \$64,500.

17 SINCE FILES INCOMPLETE AND THERE SHOULD BE ALLOWANCE MADE FOR UNFORESEEN CONTINGENCIES, EMBASSY SUGGESTS ADDITION OF ABOUT \$5,000 TO FOREGOING FIGURES.

18. MISSION HAS EXPLORED ALL FINANCING POSSIBILITIES. ONLY REMAINING ADDITIONAL SOURCE OF FUNDS BEYOND INDIVIDUAL BOOTH TAKERS (AT \$2,500) APPEARS TO BE USIA. LANDSAT EXHIBIT REQUIRES 100 SQ METERS COST OF WHICH WOULD BE \$5000. USIA AWARE THAT USIS WILLING DISPLAY EXHIBIT IF COMMERCE NEEDS LANDSAT TO FILL SPACE AND OFFERS IT GRATIS. RESPONSE TO PREVIOUS REQUEST FOR FUNDS TO COVER FAIR SPACE COSTS WAS THAT MONEY MUST COME FROM USIS DAKAR GOE. PAO DID NOT BUDGET FOR THIS UNANTICIPATED PROGRAM EXPENSE. IF AF/W COULD INDUCE USIA/IAA DAWSON TO PROVIDE ADDITIONAL FUNDING DESCRIBED ABOVE, THIS COULD ALLOW PAO TO MAKE FIRM COMMITMENT FOR LANDSAT EXHIBIT, THUS PROVIDING EQUIVALENT FINANCING OF TWO CRUCIAL BOOTHS. BELIEVE THIS WORTH EXPLORING.
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